

Message Text

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TAGS: EIND, UK

SUBJECT: USG PARTICIPATION IN OFFSHORE INTERNATIONAL
ABERDEEN

REF: LONDON'S 9337 OF 6.18.75

1. SUMMARY: ACTIVE USDOC PARTICIPATION IN AND FINANCIAL
SUPPORT FOR U.S. BUSINESS INFORMATION CENTER (BIC) AT
OFFSHORE INTERNATIONAL ABERDEEN (SEPTEMBER 16-19, 1975)
AS PROMISED DURING KRAUSE VISIT LATE MAY (REFTEL)
ESSENTIAL FOR EXPLOITING MAJOR TRADE OPPORTUNITY IN THIS
CURRENT FISCAL YEAR. USIS HAS ASSURED FULL COOPERATION
(INCLUDING FINANCIAL INPUT) IN MOUNTING SMALL BUT
EFFECTIVE STAND WHICH COULD BE MANNED SO AS NOT TO
INTERFERE WITH EXTENSIVE TRADE CENTER SCHEDULE FOR
MID-SEPTEMBER. WE REQUEST APPROVAL THIS EVENT AND SUPPLY
NECESSARY FUNDING.END SUMMARY

2. INTERNATIONAL OFFSHORE ABERDEEN WILL FEATURE
LEADING U.S. AND U.K. SUPPLIERS AND END USERS IN CENTER
OF U.K. ECONOMY'S BRIGHTEST SPOT - OFFSHORE OIL DEVELOP-
MENT. GROWTH IN SALES OF 40 PERCENT AND MORE RECORDED
IN 1974 AND 1975 EXPECTED TO CONTINUE AS MORE INSTALLED
PLATFORMS GO ON STREAM.

3. AS STATED IN REFTEL,USIS COMMITTED TO FINANCING 50
PERCENT (2500 DOLLARS) OF ESTIMATED COST OF 5000 DOLLARS
FOR US-BIC, BUT TO DO SO REST OF FINANCING MUST COME
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FROM ELSEWHERE. LOGICAL SOURCE IS USDOC, IN VIEW EX-

PECTED IMPACT OF US PARTICIPATION IN ABERDEEN ON TWO
PRINCIPAL USDOC PROGRAMS, TOP AND M1.

4. IN COURSE RECENT FIELD TRIP IN SCOTLAND, EMBOFFICER
FOUND INTENSE INTEREST IN TOP PROGRAM AS MEANS BRINGING
TOGETHER U.S. AND SCOTTISH FIRMS. ABERDEEN WOULD PROVIDE
IDEAL VEHICLE FOR EXPLOITING THIS INTEREST. RE M1
RECRUITMENT PROGRAM, SHOW WILL BE ATTENDED BY MANY
FIRMS THROUGHOUT THE U.K. ON LOOKOUT FOR AGENCY/REP
AGREEMENTS FEATURING U.S. EQUIPMENT AND TECHNOLOGY. THIS
WILL PROVIDE FERTILE OPPORTUNITY SPREAD WORD ON
EMBASSY TRADE PROMOTION FACILITIES INCLUDING LTC AND
ITS AVAILABILITY FOR FEATURING NEW EQUIPMENT, SECURING
AGENCY AGREEMENTS, ETC.

5. VIEW OF EXTENSIVE REQUIREMENTS ON LTC FOR SEPTEMBER
EMBASSY COMMERCIAL OFFICER WOULD BE PRESENT THROUGHOUT
EXHIBIT (ALONG WITH USIS EMPLOYEE) TO MAN BOOTH AND FOR
EXTENSIVE SOLICITATION OF FIRMS FOR M1 RECRUITMENT AND
TOP PARTICIPATION. ALSO AFFORD EXCELLENT OPPORTUNITY
FOR CONTINUING INSTITUTIONAL-TYPE PROMOTION FOR USTC.

6. FOR CURRENT 15-MONTH FISCAL YEAR, WE STRONGLY URGE
USG PARTICIPATION IN ABERDEEN IN ORDER DERIVE FULLEST
BENEFIT FROM CCP FOR U.K. IN MOST CRUCIAL YEAR FOR U.S.
EXPORTS SINCE DISCOVERY OF NORTH SEA OIL. AS OFFICIAL
OF NORTH EAST SCOTLAND DEVELOPMENT AUTHORITY PUT IT
"FAILURE TO HAVE USG PRESENCE WILL PLAY DIRECTLY INTO
HANDS OF UKG AND BRITISH INDUSTRY WHO ARE THEREBY
STRENGTHENED IN THEIR BIDS TO HAVE U.K. FIRMS "BUY
BRITISH". THEREFORE, URGE APPROVAL THIS EVENT AND PRO-
VISION OF UP TO 2500 DOLLARS PER REFTEL. APART FROM
ABOVE-NOTED OBVIOUS BENEFITS AT LOW COST TO USG FROM
PRESENCE AT ABERDEEN, EMBASSY BELIEVES WE HAVE MORAL
OBLIGATION TO MOUNT AT LEAST MINIMUM EXHIBIT. PRIOR TO
USDOC DECISION NOT TO MOUNT NATIONAL EXHIBIT, FAIR
MANAGEMENT ALLOCATED US 20,000 SQ. FEET OF SPACE WITHOUT
OBLIGATION. FOLLOWING OUR CANCELLATION OF THIS AREA,
WE WERE LATER OBLIGED CANCEL OUT ON SMALLER SPACE.
PRESENTLY AUTHORITIES STILL HOLDING SMALL OUT-DOOR SPACE
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FOR OUR USE.

7. WE WILL BE DISCUSSING RELATIVE MERITS OF PARTICIPAT-
ION IN BIRMINGHAM OR LONDON OFFSHORE EXHIBITS IN FY
1977 IN SUBSEQUENT TELEGRAM.
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